



## Office of the Chief Medical Officer



Innovation Number: 11

### Part A. Contact Information

On File

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### Part B. Commander's Information

On File

### Part C. Categorize Your Innovation

Healthy  
Lifestyles

### Part D. Share An Innovative Program

**Title of  
Innovation:** Airmen over Alcohol

**Date Submitted:** 10/06/2005

**Date Project  
Initiated:** 09/28/2005

**Background:** The AF is invested in keeping its members healthy over the long term by helping them avoid harmful behaviors (AFI 40-1). Alcohol related incidents continue to gain attention in the military. A number of local programs have been initiated across the DOD to provide unambiguous guidelines for responsible drinking as recommended by the National Academy of Sciences and the NIAA. In 2002 Holloman AF Base experienced the motor vehicle death of two intoxicated airmen within sight of the main gate.

**Methods:** Team Holloman executed a multimedia approach during the "101 Critical Days" of summer 2005. This time frame represented our most valuable period for alcohol related incidents. Poster advertisement were distributed throughout the base, with emphasis on point of sale locations (enlisted club, officers club, class six sales). A formal newspaper campaign and informal unit press distribution of pictures and articles ran throughout the summer months. A dramatization video of a DUI event was produced and mass briefed to the base populace. Lastly, the 0-0-1-3 program was adopted based on its success at other units. This program states no underage drinking (0), only one drink per hour (1), and a maximum of three drinks in the night (3). A safety "battle of squadrons" base wide kept personnel cognizant of the benefit of a safe and healthy lifestyle. Points were deducted for alcohol related incidents, and awarded for activities that brought attention to responsible act.

**Results:** Qualitatively, Airmen verbalized a clear understanding of the base's alcohol related incident program. Quantitatively, our DUI incidents were reduced 44% over last year and our alcohol related incidents were reduced 12% as a whole.

**Conclusions:** A multisystem approach provided results at Holloman Air Force Base. We created a sustainable program that was outcome oriented, replicable by other bases, and borrowed the best of proven programs. One live saved was worth the efforts. Ultimately over 5,000 people pulled together to make the "Airmen over Alcohol" campaign a success; because Airmen are more important than alcohol. We hope other installations would share in our success.